

Madison Valley – NW Diversion and Washington Park Stormwater Storage Project

September 2008

Project Background

Madison Valley is located on the valley floor of a 706-acre basin. Periodic storms with heavy rains have resulted in surface flooding and sewer back-ups in the neighborhood. Through the years the City of Seattle has made a number of improvements to address these problems and then in 2004 Madison Valley experienced one of the largest storms on record. In 2005, Seattle Public Utilities (SPU) began a comprehensive, phased approach to address the surface flooding and sewer backups in Madison Valley. SPU purchased five properties in the block south of E John St. and on 30th Ave. E to build an above-ground stormwater facility (grassy area) capable of retaining 1 million gallons of stormwater. This facility has been helping to reduce potential stormwater flooding and sewer back-ups in Madison Valley while a more permanent solution is designed and constructed. The project team comprised of engineers, planners, modelers and with input from the community, created several alternative long-term solutions. The Mayor and City Council have now approved the NW Diversion and Washington Park Stormwater Storage Alternative to be implemented. In addition to the involvement of the project team in this process, an Engineering Sub-Committee made up of Madison Valley residents was formed in 2005 to work with the City to provide input on potential flooding solutions, as well as to help develop solutions for better emergency preparedness.

SPU held a public meeting in October 2007 to engage Madison Valley residents in the process of determining a long-term solution to the neighborhood flooding. Leading up to this meeting, SPU held a total of 16 public meetings and 16 Engineering Sub-Committee meetings to discuss project elements and potential solutions. At the October 2007 meeting, the public was encouraged to learn more about the alternative solutions and comment on the options. Both community input and technical analyses of the alternatives were considered by City's elected officials when they selected an alternative for implementation. Now that an alternative has been selected for implementation, the project is moving into a design phase and later the construction phase will begin.

The Approved Project

SPU plans to complete the project in two phases.

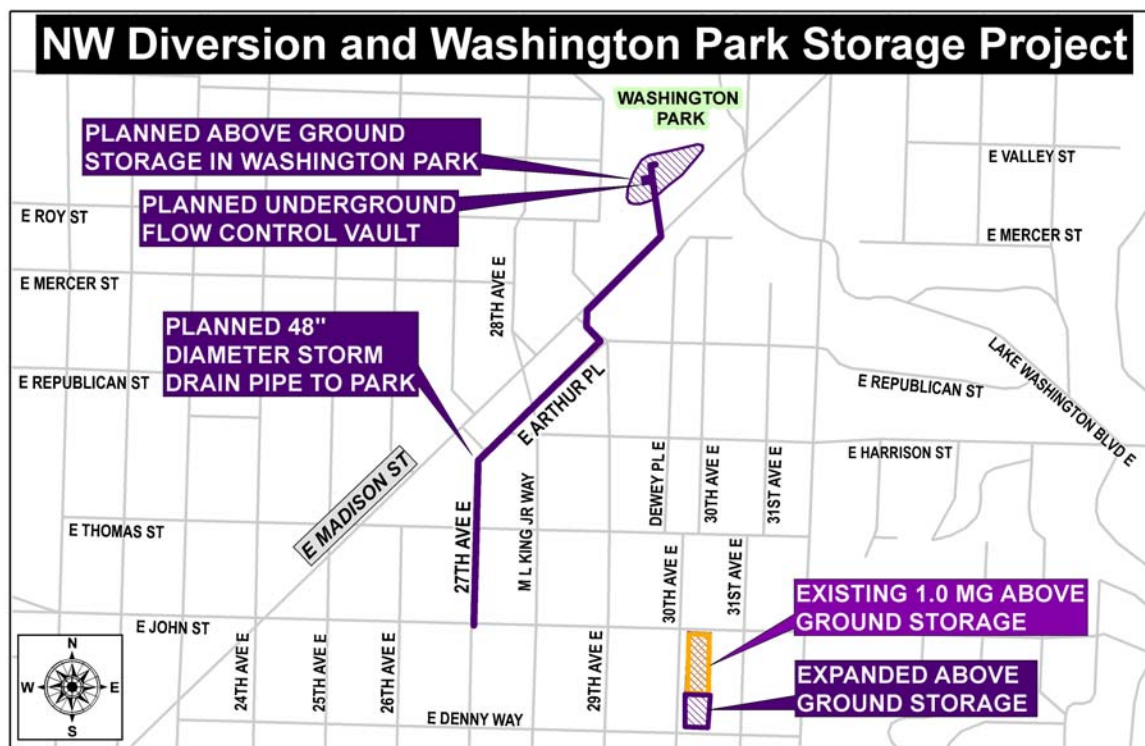
Phase 1

Phase 1 of the project consists of expanding the Above-Ground Stormwater Storage Facility (grassy area) at 30th Ave. E and E John St. The completed above-ground stormwater storage facility would be re-vegetated with grass, and would incorporate other features based on input from the community. The facility would serve as a passive park/open space area, except during large storms. Construction is planned for 2009 for Phase 1.

Phase 2

Phase 2 consists of the remainder of the NW Diversion and Washington Park Stormwater Storage Project (see map below for project route detail). By implementing this project, SPU will divert stormwater flows from the NW section of the Madison Valley drainage basin through 48-inch and 60-inch diameter pipes to a planned stormwater storage facility at Washington Park. This means that approximately 1/3 of the basin's stormwater flows will be diverted away from 30th Ave. E and E John St., the vicinity of the worst historic flooding in the valley. The new storm pipe is expected to be installed under portions of 27th Ave. E, E Arthur Pl, 29th Ave. E, and E Madison St, as the route map illustrates. Alternative alignments to bypass the business area along E Madison St. will be evaluated.

This project includes 2 million gallons of stormwater storage in Washington Park as well as other flood control improvements on Martin Luther King Way, 29th Ave. E and 31st Ave. E. Construction is planned for 2009 to 2011 for Phase 2.



Objectives of the Public Involvement Plan

This Public Involvement Plan is developed in accordance with the Consistency in Construction Communications Policy (C3) - the City's guiding policy for public involvement and information for construction projects. The plan provides a guide for obtaining public input and for keeping the public informed throughout the design and construction of the stormwater project in Madison Valley. It will be updated at key project stages to reflect progress and identify any additional community outreach opportunities.

Objectives:

- Communicate consistently and appropriately with residents, businesses and other stakeholders about project objectives and status, and understand their interests and concerns.
- Identify and implement methods to address concerns of residents, businesses and stakeholders and build support for the project.
- Work with the community to minimize project impacts.
- Ensure that community members know who the City contacts are and how to reach them throughout different phases of the project.

Key Stakeholders

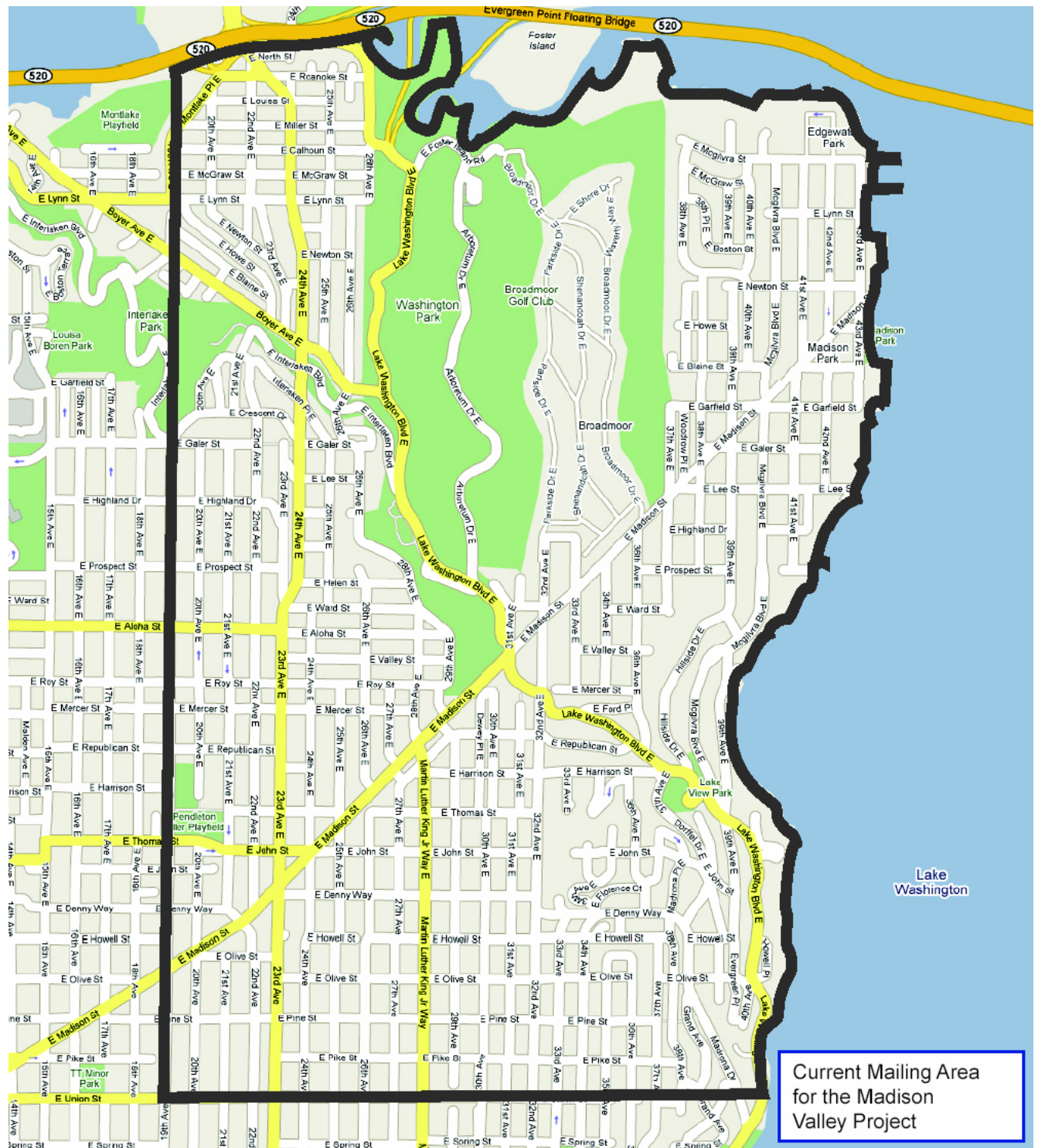
Key stakeholders for the Madison Valley Project include residents and businesses in Madison Valley as well as users and stakeholders of Washington Park.

In addition to the residents and businesses in Madison Valley, the following is a list of stakeholders that will be included in our outreach.

Arboretum and Botanical Garden Committee Arboretum Foundation Capitol Hill Chamber of Commerce Capitol Hill Community News Capitol Hill Community News Blog Capitol Hill Lions Club Capitol Hill Stewardship Council Center for Multicultural Health District Councils (East, Central and Northeast) First Hill Improvement Association Freedom Day Committee, Seattle Out and Proud Greater Madison Valley Community Council Green Footprints King County Madison Valley Merchants Association	Madison Park Business Association Madison Park Community Council Miller Park Neighborhood Association Montlake Community Club North Capitol Hill Community Council North Capitol Hill Neighborhood Association Northwest Horticulture Society Pike Pine Urban Neighborhood Coalition Park users Seattle City Council Seattle Department of Parks and Recreation Seattle Department of Transportation Seattle School District – Central Region The Valley View (newspaper) Other Media (via Press Releases)
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SPU will actively look for additional stakeholder groups for inclusion in our outreach distribution list and will continue to incorporate community input as the project moves forward.

Below is a map showing the area that will be included in our mailing list of approximately 10,000 addresses, for project meeting announcements and project comment opportunities. All residents (including members of the Engineering Sub-Committee) and businesses in the area will be included. The boundaries of the mailing area are north to SR520, west to 19th Ave. E, south to E Union St. and east to Lake Washington.



Outreach Methods

This is a description of the various outreach methods and materials outlined in the Public Involvement Plan. Outreach activities will be developed and implemented at identified project milestones and project materials will be produced to provide additional information and announce various updates and achievements.

Community Meetings with residents and local businesses

A public meeting for the broader community was held on July 31, 2008 to provide an opportunity for stakeholders to learn more about the approved project, project plans, proposed timeline and the draft Public Involvement Plan. The draft plan was also posted on the project web page prior to the meeting. Stakeholder comments from the meeting and written public input on the draft plan (Appendix A) were incorporated into the Public Involvement Plan for submission to the City Council on September 12, 2008.

Additional public meetings will be held in both Phase 1 and 2 of the project.

Phase 1

As SPU begins to design the expansion of the Above-Ground Stormwater Storage Facility at 30th Ave. E and E John St., a public meeting will be held to provide opportunities for community input. Additional meetings will take place at the preliminary design phase (30% design) and mid-design (60% design).

Once Phase 1 of the project enters the construction phase, a public meeting will be scheduled prior to breaking ground. Project materials including a fact sheet, recent project newsletters, and construction notices will be made available at these meetings.

Phase 2

As SPU begins to design Phase 2 of the project, a public meeting will be held to provide opportunities for community input. Additional meetings will take place at the preliminary design phase (30% design) and mid-design (60% design). Once Phase 2 of the project enters the construction phase, a public meeting will be scheduled prior to breaking ground. Project materials including a fact sheet, recent project newsletters, and construction notices will be made available at these meetings.

Public meetings will be held at locations convenient to stakeholders such as The Bush School or the Valley School, based on availability.

Schedule for Public Input Opportunities and Public Meetings								
Overall Project	Phase 1 – Expansion of Stormwater Facility at 30th Ave. E & E John St.				Phase 2 – New Stormwater Pipes and Tank at Washington Park			
Summer 2008	Summer/Fall 2008			Summer 2009	Spring/Summer 2009			Summer 2010
Public Involvement Plan	Before Design	30% Design	60% Design	Pre-Construction	Before Design	30% Design	60% Design	Pre-Construction

In-Person Outreach

As the Madison Valley project will have an impact on residents and local businesses, receiving timely project information will keep them well-informed of the design and construction impacts. Prior to construction, project staff will visit residents and businesses near the construction site to hear their input and to provide them information regarding the potential construction impacts. Residents and businesses will receive additional project information from the Web site, e-mail alerts and project flyers.

Project Hotline and E-mail

During construction, a project hotline number and e-mail address will be established to provide residents, businesses and other stakeholders with a resource for directing questions or concerns about the project's construction activities. Staff will be assigned to respond to calls from the public and the e-mail account will be checked daily. Community relations staff will work directly with the project team when necessary to adequately respond to public concerns.

Public Contact Log

During construction, a public contact log will be used to track inquiries from the community. The log will include a date and time of communication as well as contact information of the community member, a description of the question or concern and the steps taken to resolve any issues. This log will help inform the project team of public interests and concerns as the project progresses.

Project Fact Sheet

A project fact sheet will be created to highlight key information about the Madison Valley Project including a general project description and SPU contact information. This fact sheet will be available on the Web page and distributed at community meetings.

Project Newsletters

Project newsletters will be mailed to residents and businesses in Madison Valley, as well as stakeholders identified in this plan, when key project milestones have been reached. These newsletters will also be posted on the project Web page.

Project Web Page

The project Web page will be monitored and updated often to provide current information on the project as well as details on the project purpose, impacts, schedule and contact information. The project Web page can be found at www.seattle.gov, Keywords: Madison Valley Flooding.

Construction Notices

Printed construction notices will be distributed to the residents and businesses in the Madison Valley that are located near the project construction locations.

Signage

When the project enters the construction phase, signage will be placed near construction sites, as appropriate, to ensure that residents and business owners are well informed of the duration, impacts, benefits and contact information for the project. As noted previously, efforts will be made to minimize impacts to the community throughout construction of the project.

Media Communications

To keep the community and the media contacts informed, press releases will be sent to print and broadcast media prior to key project milestones.

Performance Measures (also known as “Success Indicators”)

The following are some of the performance measures or “success indicators” that can be used to determine the effectiveness of the community involvement portion of this project:

Communications

Upon completion of the project, we will measure whether our communications successfully conveyed the project benefits, impacts, schedule, and point of contact for the construction by using a customer survey. Appendix B is a draft sample survey for the project.

We will also ask residents and businesses what communication methods (i.e., printed notices, construction signs, e-mail updates, Web page, public meetings, etc.) worked best for them. The results can serve as a reference for future construction communications.

Other Measures

Other success indicators include informal ways of measuring communications activities through regular contact with residents and businesses. All members of the SPU project team such as communications staff, project manager and construction manager will work closely with the community, throughout the duration of the project, to adjust methods and frequency of communications to address concerns voiced by residents and businesses as the project progresses.



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SUMMARY OF STAKEHOLDERS' COMMENTS FROM 7/31/08 PUBLIC MEETING AND WRITTEN COMMENT CARDS

Meeting Overview

On July 31, 2008, 21 community members attended a public meeting at Miller Community Center to provide input to SPU's draft Public Involvement Plan.

Project Overview

Rick Ballard of RH2 Engineering provided an overview of the Madison Valley Project. He discussed the two phases of the project and reviewed the steps involved during design phase of the project.

The community's comments were focused on how to best involve the community in the project and to work with the businesses to minimize impacts. SPU noted the questions and comments regarding design and construction of the project and will address those concerns in future public meetings.

Draft Public Involvement Plan

Elaine Yeung, SPU Public Relations Supervisor, provided an overview of the draft Public Involvement Plan.

Recommendations provided by the community included:

- Expanding the project mailing area (*now completed*)
- Adding rental property owners in the mailing list (*in progress*)
- Including stakeholder groups such as the Seattle School District and Seattle Department of Transportation (*now completed*)
- Holding future meetings within walking distance to stakeholders primarily impacted (e.g., The Bush School or Valley School for meetings on Phase 1)
- Providing the community with design sketches for the 30th Ave. E and E John St. facility before the next public meeting (*now completed*)
- Performing an Outdialer test before the next storm season (*now completed*)

Written Comments

A total of six written comments were received - two comment cards and one written note from the July 31, 2008 meeting and three comment cards by post.

Comments on the Public Involvement Plan were generally positive. They included:

- I think it is a good starting point. Thank you for the efforts that went into it.

Madison Valley NW Diversion and Washington Park Stormwater Storage Project

Public Involvement Plan

9/4/2008

- Community meetings are very important but please do not delay the "Fix" because more community meetings are thought to be needed. We need a drop-dead date for input.
- Good with the improvements suggested at the 7/31 meeting.

Comments were also received for Phases 1 and 2 of the project.

Comments relating to Phase 1 – Expansion of 100 Block Above-Ground Stormwater Storage Facility at 30th Ave E. and E. John St.:

- We would like natural setting that fits in.
- Features that are safe, comfortable, neighbor-friendly, not a kids' park.
- Children's play area and play structures.
- This phase should be first priority.

Comments relating to Phase 2 – New Stormwater Pipe and Washington Park Stormwater Storage:

- Concern about disruption of the businesses on Madison St. during construction.

Next Steps

The next steps will be for SPU to revise the Public Involvement Plan based on the public comments received and submit it to the Seattle City Council. The revised plan will be posted on the project Web site (www.seattle.gov, Keywords: Madison Valley Flooding).

Post-meeting Notes

- SPU performed the Outdialer test on August 19, 2008 and will follow up with residents who have questions and concerns about the test.
- SPU has posted draft design ideas/sketches for the community to consider on the project Web site before the next public meeting which has been scheduled for September 17, 2008.
- SPU has expanded the notification area for project mailings as recommended at the meeting.
- SPU is in the process of identifying individuals who own rental properties in the project notification area for future mailings.
- SPU will try to schedule public meetings at locations, based on availability, within walking distance to the stakeholders that are primarily affected.
- SPU will send e-mail alerts to community members who have signed up to receive notification and project updates by e-mail.
- SPU will provide stakeholders the option to request and receive project materials by post, and when feasible, will post notices at the kiosk on 30th Ave. E and E. John St.

For questions about the 7/31/08 public meeting or these meeting notes, please contact Elaine Yeung at elaine.yeung@seattle.gov.

Sample Survey for Madison Valley Project

Dear Madison Valley Stakeholder,

Seattle Public Utilities (SPU) recently completed construction of the Madison Valley NW Diversion and Washington Park Stormwater Storage Project. SPU would like to thank everyone for their patience during construction. The project was designed and built to alleviate stormwater flooding and sewer backups in Madison Valley related to backups from the SPU piped system and water coming off public right-of-ways and public property during extreme storms. This project was designed to reduce flooding especially in the vicinity of 30th Ave. E and E John St., the site of the worst historic flooding in the valley.

As your provider of water, drainage, wastewater, solid waste and engineering services, SPU would appreciate it if you would take a moment to fill out this survey so that we can assess how we are doing in providing information about construction projects in your neighborhood. Thank you!

- 1) You received this survey at your ☐ Residence ☐ Place of business
- 2) Were you given information about this construction project before it began? ☐ Yes ☐ No
- 3) If you selected 'yes' for question #2, in which ways were you notified?

<input type="checkbox"/> Tenant Alert	<input type="checkbox"/> Newspaper/TV Stories
<input type="checkbox"/> Construction Notice/Letter	<input type="checkbox"/> Community Meeting/Open House
<input type="checkbox"/> E-mail/Project Web site	<input type="checkbox"/> Project Sign
<input type="checkbox"/> SPU staff person called/stopped by my business/residence	
<input type="checkbox"/> Other: _____	
- 4) Were you aware of a Seattle Public Utilities staff person or phone number you could contact with any questions regarding construction? ☐ Yes ☐ No
- 5) What communications methods do you feel Seattle Public Utilities can use to best get information about construction in your neighborhood to you?

<input type="checkbox"/> Construction Notice/Letter	<input type="checkbox"/> TV Stories
<input type="checkbox"/> Community Meetings	<input type="checkbox"/> Radio
<input type="checkbox"/> Project Sign	<input type="checkbox"/> Advertisement in Newspaper/Newsletter
<input type="checkbox"/> Call/E-mail me	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Newspaper	
- 6) Please list below any major or neighborhood newspapers which you regularly read.

- 7) Please list below any suggestions you may have on how Seattle Public Utilities can improve communicating construction projects to the public.

- 8) Do you have any suggestions on how we can improve our construction methods so that our work has a lesser impact on you?

If you have any questions regarding this project, contact me at (206) 684-7823, or at elaine.yeung@seattle.gov. Thank you for your assistance!

Sincerely,

Elaine Yeung
 Madison Valley Project Communications
 Seattle Public Utilities